

TAYLOR E. LEE

Marketing & Design

PERSONAL PROFILE

Hi, I'm Taylor! I am a junior at Clarkson University majoring in Communications and Digital Arts. I have a passion for web design, graphic design, and digital marketing. I'm looking for a position where I can apply my creativity and bring valuable contributions to your team!

SKILLS



HTML / CSS



Maya



Adobe Suite



Wordpress



Office



Google Ads

AWARDS / HONORS

- Presidential List Recipient (Fall 2020)
- Dean's List Recipient
- Martin A. Welt '54 Family Award (Swim)
- Digital Arts Sophomore Award
- Frederic Remington Art Museum Exhibitor

LET'S GET IN TOUCH!



(603) 714-3873



leeta@clarkson.edu



@sketchbookbuddy



linkedin.com/in/taylorelee/

WORK EXPERIENCE

Communications Intern

Clarkson's Institute for a Sustainable Environment | Feb 2021 - Present

- Lead in the design, development, and implementation of graphic communication materials (posters, logos, infographics, brochures, ads)
- Oversees social media and brand strategy

Digital Marketing Intern

Real World Digital | Dec 2020 - Mar 2021

- Lead in the design and development of Facebook and Instagram ads campaign using Photoshop, After Effects, and Illustrator
- Utilized Google Analytics to develop comprehensive marketing strategy
- Controlled social media management, including regular uploads to Facebook, Instagram, and YouTube.

Web Development Intern

Lachance Design | Feb 2021 - Present

- Developed websites using Wordpress, HTML, CSS, PHP, and Javascript
- Utilized Google Analytics to track user engagement to boost SEO
- Created graphic content for websites using Photoshop and Illustrator

ACADEMIC BACKGROUND

Clarkson University

Bachelor of Science Candidate | Communications, Digital Arts

- Class of 2022, GPA: 3.584
- Consistent Dean's List recipient
- D3 student athlete, swimming
- *The Clarkson School, Class of 2019*: completed a selective early college for high academic achievers who finish their senior year of high school and freshman year of college simultaneously

RELEVANT COURSEWORK

Writing for Media

Spring 2019

- Learned to write clearly and effectively for a wide variety of media: from texting and tweeting, to writing voiceover scripts and developing text for mobile apps.
- Worked with systematically analyzing writing situations, choosing appropriate media for communication, writing strong messages, and assessing how audiences understand writing.